CIHM
Microfiche
Series
(Monographs)

ICMH
Collection de
microfiches
(monographies)

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# TANGIBLE EVIDENCES

...OF THE **SUCCESS** OF A...

## GREAT BOOK ENTERPRISE

# A ~ PORTRAIT ~ GALLERY

OF SOME SUCCESSFUL CANVASSERS
AND WHAT THEY SAY.....
Of Their Own Success in Canvassing the

## ...Great Biblical Library...

...OR, THE...

# "SELF-INTERPRETING TESTAMENT"

EMBRACING

A BIBLICAL HISTORY, A BIBLE ATLAS, A BIBLE DICTIONARY, WITH BRILLIANT

**SELF-INTERPRETING FEATURES**

...ON EVERY PAGE...

***A TESTAMENT WITH 111 FULL-PAGE PHOTOGRAPHS***

...OF THE...

## ACTUAL SCENES OF BIBLE OCCURRENCE

THE MOST WONDERFUL BIBLICAL PRODUCTION IN EXISTENCE
IT HAS EXCITED THE INTEREST AND ADMIRATION
OF THE WHOLE WORLD

Publishers for Canada:

**WORLD PUBLISHING Co.**

GUELPH, ONTARIO.

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THE JOHN A. DICKSON "SELF-INTERPRETING TESTAMNET" COMPANY—See page 4.

# EXPLANATORY

A SELF-EXPLAINING, self-pronouncing and self-interpreting Testament, illustrated with **one hundred** and **eleven PHOTOGRAPHS** of Bible scenes and the exact places of great Biblical events, has been characterized as "something new under the sun." The conception is declared to be

*"A STROKE OF GENIUS."*

The successful execution of the enterprise in thus photographing the actual places of Bible occurrence in all Bible history has been noted around the world as the most remarkable enterprise ever undertaken in the interest of Bible publishing, and its success is quite equal to the boldness of the conception. The great **"SELF-INTERPRETING TESTAMENT"**—this great Biblical library—resulting, has been received in all parts of the world with universal approval and extraordinary cordiality.

To show its commercial value and the **individual success** of canvassers is the purpose of this pamphlet. Thus early in the enterprise its acceptance by the orthodox religious world as the one great popular

*TESTAMENT AND BIBLICAL ENCYCLOPEDIA,*

has been fully demonstrated. It is now proven beyond all cavil that its sale will be universal as a great standard, and its sales, already reaching into the hundreds of thousands, will ultimately aggregate millions.

In the following pages we give the portraits and the successful records of a number of canvassers who are **now** actively engaged in the house-to-house canvass, and whose remarkable individual weekly and monthly profits can be easily estimated.

These examples are but comparatively few of those who are engaged with us, but they illustrate the success of hundreds of canvassers now in the field; and they give a forcible example of what any intelligent, industrious person can accomplish with this work. The statements are confined to specific facts, and are in response to short letters written by us, asking for the information there contained. Their force and truthfulness will not be questioned.

Applicants for positions will readily perceive that we offer them an extraordinary opportunity, one that is freighted with indisputable and phenomenal success, such as will not and cannot be duplicated in the next decade.

Locality has nothing to do with results, for you will observe that our agents represent every section of the country. What they have done and are doing can be duplicated by any one anywhere. All that is needed to insure the same splendid degree of phenomenal results is reasonable industry and sincerity of purpose.

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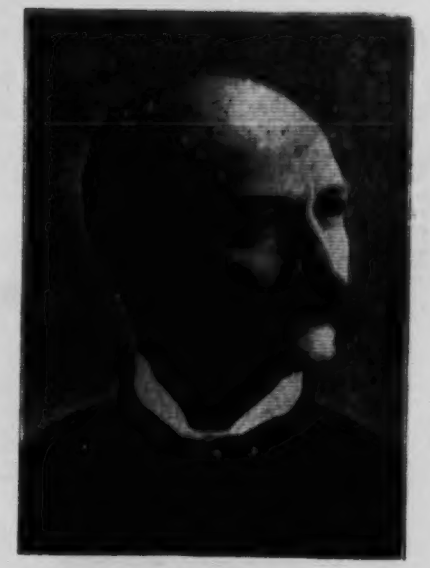
# THE JOHN A. DICKSON "SELF-INTERPRETING TESTAMENT" COMPANY.

HERE is a Co-operative company of canvassers for the "Self-Interpreting Testament" working together in one organization—the individual canvassers operating in adjacent towns or townships and reporting by person periodically at a given headquarters. The company grew out of the original success of one successful canvasser, whose portrait in the picture is indicated by No. **13.** As a combination of individual talent, tact, energy and tenacity of purpose, it is entitled to the distinction of success achieved. This success aggregated during the latter half of the year 1900 **one thousand subscriptions delivered per month,** and they promise for the year 1901 not less than **twelve hundred subscriptions per month.** It is asserted without contradiction that no other publication than that of the "Self-Interpreting Testament" could enlist the loyal and continued services, month after month and year after year, of such a capable body of men.

Mr. Dickson works with his men, and makes it a point to take as many orders as the best of them. In a recent letter he said: "I find that John A. Dickson has got to take the lead in getting subscriptions, and I cannot afford to come in any Saturday night with any of the boys ahead of me." He not only aids them with his advice, but he puts life and nerve into them with his indomitable courage and unflagging energy.

He and his men all admit that, while their success is phenomenal, it is due as much to the splendid features and great popularity of the "*Self-Interpreting Testament*" as to their personal energy and skill in handling the work. Hence their success, great as it is, can be duplicated by any intelligent person who will make the same effort they have made.



W. H. BROWN.

## "I HAVE SOLD OVER ONE THOUSAND COPIES."

I secure **10** to **15** orders per day ordinarily. The book sells to intelligent people—to U. S. Senators, Governors, Members of Congress; to Judges, Lawyers and County Officials. All these are numbered in my list of subscribers.

I took **5** orders in one hour in the post-office to-day. I have now sold over **1,000** copies and feel that I have just begun. I suppose my success is largely due to my appreciation of the remarkable interest of the "Self-Interpreting Testament," but I find no difficulty in impressing others with the same admiration for it. It makes its own impression when presented with ordinary intelligence.

W. H. BROWN, Pittsburg, Pa.

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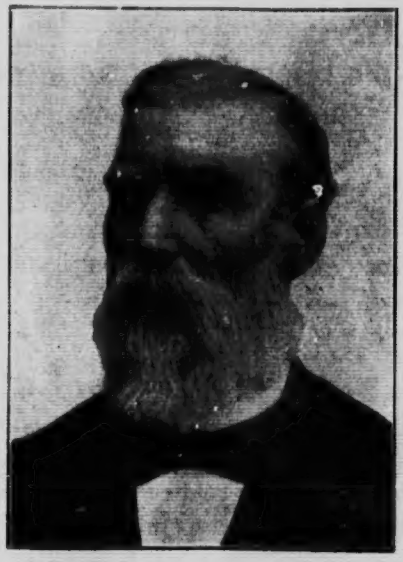
## "NOT LIKE ANY OTHER BOOK."

My canvass for the "Self-Interpreting Testament" has been satisfactory and certainly profitable. I have received the premium Buggy as the result of a subscription of **240,** which have been delivered successfully. It is the best selling book I have ever handled. I have only canvassed just as I could find time, and hence no consecutive days, but just as my pastoral work would permit. I, however, sold **11** in one-half day; **20** good subscriptions in one day is the highest number taken. On that day I did not miss a single sale at any house, simply made twenty calls and took **20** subscriptions. I suppose all the time spent in taking **200** subscriptions recently ordered would not exceed twelve full days. I believe that my average for a full day's work will be **18** to **20** subscriptions. I believe that taking my entire canvass together I have averaged **8** subscriptions to every ten calls when I have found people at home. My work was all done in the country, and hence it took more time to go from house to house than in the cities. The book is valuable and commends itself to every one who will take the time to look at it. It is not like any other book and does not require much time to show it and make the sale.



Rev. W. F. LOWE.

Rev. W. F. LOWE, Pottsville, Ky.

Rev. W. W. WELLS.

## "THE PEOPLE SACRIFICE REAL NECESSITIES TO OBTAIN IT."

No other edition of the Testament would have tempted me to undertake the work of canvassing. You can make as much or as little use of my experience as you think best. My success has been such as to average **7** orders per day, but my canvass has been so irregular that I have only averaged **30** sales for each week. My canvass has been somewhat short, as you know, but the present month I have made **91** sales, and since my short connection with this work I have sold and delivered **180.** I have averaged throughout the canvass **55** sales with every one hundred calls. I am confident that I can sustain this average. I know of no religious or other work which for salability equals the "Self-Interpreting Testament." I believe that the success above reported was at a worse period for book selling in this State than we have had any time since. The people were so pleased with the book that in many instances they sacrificed real necessities to obtain it. The book speaks for itself and hence sells wherever known and where the money to purchase it can possibly be raised. In my forty years of ministerial life I never had a thought of canvassing for any book, but when this book came under my notice, while laid aside from the active ministry, I concluded I might do a little good by introducing it into as many families as possible. As above stated, no other book I have ever seen would have tempted me to undertake the work of canvassing.

REV. W. W. WELLS, Buchanan, Mich.

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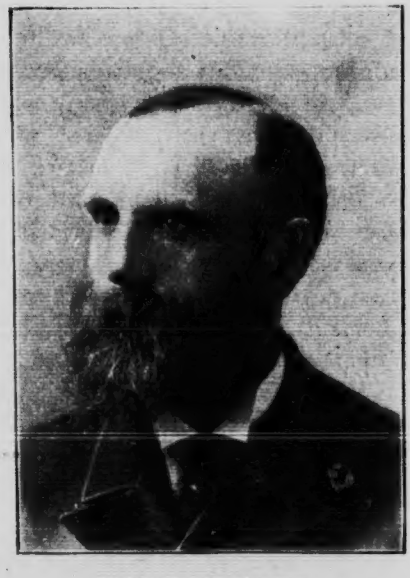
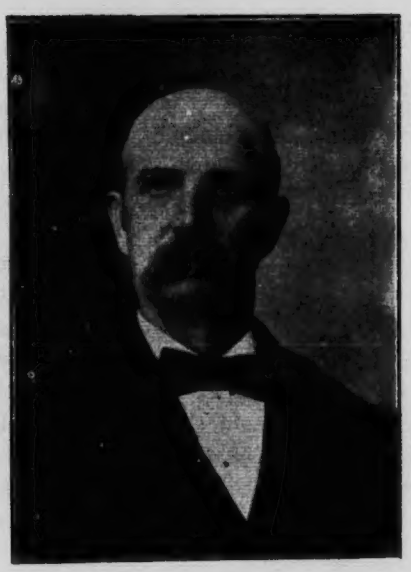
## "THE BIGGEST IN THE FIELD OF SUBSCRIPTION BOOKS."

I have given but a couple of hours per day to the canvass for the "Self-Interpreting Testament," but I have sold to more than half the people I have canvassed, and have made **52** sales per week, and my present month's canvass shows an actual subscription of **168,** and I have delivered all of them. But, as above stated, this work must be counted on the basis of not exceeding three hours per day, and often my canvass has been short of two hours. I regard the work as the biggest in the field of subscription books, and the most satisfactory when sold and delivered.

GEO. R. PHILPOTT,
Kansas City, Mo.



GEO. R. PHILPOTT.



JOHN A. DICKSON.

## "RESIGNED A GOOD POSITION AS TRAVELING SALESMAN TO CANVASS FOR THE TESTAMENT, AND HAS NEVER REGRETTED THE ACTION."

I have worked in connection with a company of canvassers who have trained with me on the "Self-Interpreting Testament," and in looking after the organization I necessarily lose a good deal of time from a regular canvass. But I have gone on the principle that the example of success must be set by me, and hence I make a house-to-house canvass during a considerable portion of the time. I have taken as high as **20** subscriptions in a day, and one week in which I canvassed six full days I took **87** subscriptions, and in one month **265.** You know the history of my connection with the "Self-Interpreting Testament." I resigned a good position on salary as a traveling salesman for a wholesale book and stationery house to take hold of it. I have never regretted that action.

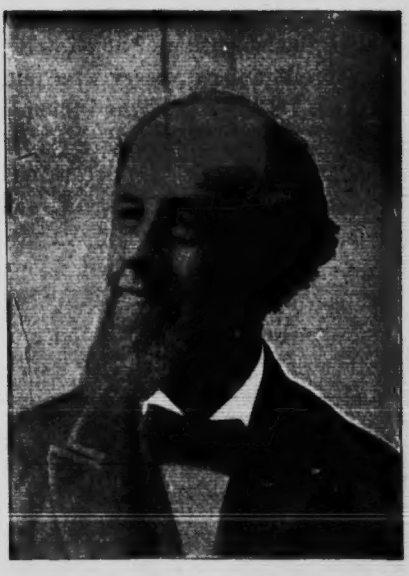
JOHN A. DICKSON, Pulaski, Tenn.

## "IT OUGHT TO HAVE A PLACE IN EVERY HOME."

I have taken as many as **46** subscriptions per week for the "Self-Interpreting Testament." Have taken **13** in a single day, and have taken **76** subscriptions in a week. I cannot tell just how many I have taken in any month, but I have taken over **700** subscriptions in all and have delivered them with entire success. I can remember that at one period of my canvass I made **50** consecutive calls and took **42** subscriptions. It is the best seller of any book I know or have known for many years. It is a most valuable book and ought to have a place in every Christian home—yes, in every home.

REV. J. R. PENDELL,
Worcester, Mass.

Mr. Pendell is an evangelist of wide reputation, and a speaker of great power and eloquence. Referring to his work at Bridgeton, N. J., the "Evening News" of that place said: "Large congregations worshiped yesterday at the Trinity M. E. Church. The sermons were preached by Rev. J. R. Pendell, of Worcester, Mass., and were masterpieces of pulpit oratory."



Rev. J. R. PENDELL.

Mrs. H. J. ARNOLD.

## "I HAVE SOLD OVER TWO THOUSAND FIVE HUNDRED COPIES."

I have sold over **2,500** copies of the "Self-Interpreting Testament" and during this time have sustained an average of about **7** subscriptions per day. I find in going over my books that I have always been able to secure not less than **30** to **35** orders every week. I have frequently sold **35** books in making fifty calls. You will see that I have not been especially active and have not called on a great number of people in any given time. I consider the work not only the most salable book that has been published for the subscription trade for many years, but the most valuable, and one that pleases subscribers universally.

Mrs. H. J. ARNOLD,
Muskegon, Mich.

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## "GUARANTEED NOT TO COLLECT DUST."

I regard the "Self-Interpreting Testament" as the easiest book with which to gain and hold the attention of any intelligent person that I have ever seen, and in the hands of an intelligent canvasser who understands it, the easiest of all books to sell. I have taken **18** subscriptions in a single day. I have taken **70** in one week of rather irregular work, and in four weeks have taken **260** subscriptions. I have sold **375** sets, and I have taken as many as **23** subscriptions in twenty-nine calls. I am now starting in a new field and have taken **50** subscriptions in ten days. The book seems to me to be without competition, as far as any other publication is concerned, of whatever kind. Being a library of Biblical informationand an art work, it sells in families amply supplied with every form of Bible. This work is essentially one for everybody, and I venture the assertion that it is read more in the home than any other Testament. In the language of one of my customers, "It is guaranteed not to collect dust," because people read it.

G. H. SCHROADER,
Bowling Green, Ky.

G. H. SCHROADER.

Hon. W. B. HILL.

## "I CANVASS IT WITH THE FEELING THAT NO HOME SHOULD BE WITHOUT IT."

Since sending you my record of sales, I have broken it badly and it now stands as follows: I have taken **17** subscriptions in one day and **71** in a week, and in a month of 26 working days I have taken **208** subscriptions. You will remember I am a new man at the business, beginning the work less than three months ago. I consider my connection with the "Self-Interpreting Testament" a most fortunate one, and feel that I am in a line of business that can be made profitable all the year 'round, and it is my hope to follow it for a long time. I will say that the longer I canvass the more I appreciate the book itself and its wonderful features of interest and business strength.

In estimating my success I find I can take about **20** subscriptions in every thirty calls. My impression of the intrinsic worth as well as the popularity of the book is a deep conviction that its real value cannot be fully realized for years to come, though a superficial knowledge of it on first acquaintance stamps it as a work of almost unlimited merit more valuable than gold. I regard it as the marvel of wonders, standing without a peer—not even a rival—in the religious world. It has great worth to generations living and to generations yet to come. I canvass it with the feeling that no home should be without it. The popularity of the book when introduced is remarkable.

W. B. HILL, Bowling Green, Ky.

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## "THINKS HE HAS SOLD OVER FIFTEEN HUNDRED COPIES."

My first order for **100** copies represented a canvass of less than two weeks. I have sold as many as **30** copies in one day. I have frequently sold **15**. I do not know without a good deal of calculation my aggregate sales, but I have sold and delivered over **1,000** copies as the result of my own personal canvass, and the number will reach closer to **1,500** than **1,000** —it may possibly exceed that number. I have found that a knowledge of the photographic and explanatory character of the book and its beautiful text are the only essentials in selling it. When I can make these known, I succeed.

WM. M. ALTMAN,
Kansas City, Mo.

WM. M. ALTMAN.

Rev. J. G. NOBLE.

## "IT IS THE ONLY BOOK I WOULD CARE TO CANVASS."

In regard to the salability of the work, it far exceeds any I have ever handled or ever knew of being sold, either by subscription or otherwise. There was never a more popular work presented to the public, so far as I have been acquainted. I have never met an individual who has purchased the book who is not more than satisfied with it. I have been solicited during my canvass to take many other works, but I had rather canvass it than any book I have ever known. I can ordinarily average **10** subscriptions per day. I have even exceeded this number. But in an irregular canvass I have taken **53** subscriptions per week, **152** in a month, and I have up to this date taken **246** subscriptions, which comes well up to the number of calls made. It is safe to say that I have taken **8** subscriptions to every ten people I have canvassed. It is the only book I would care to canvass.

REV. J. G. NOBLE, Punxsutawney, Pa.

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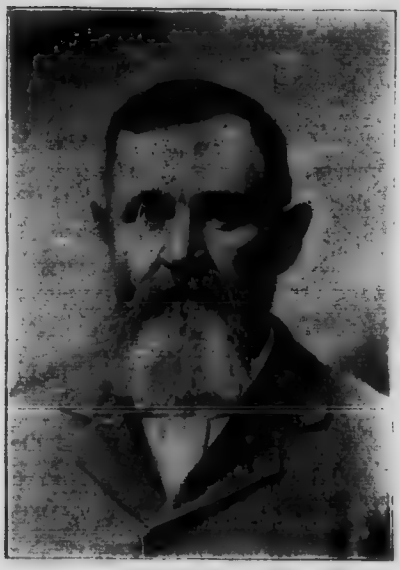
## "ONE HUNDRED AND EIGHTY SUBSCRIPTIONS IN THREE HUNDRED CALLS."

I cannot say too much for the "Self-Interpreting Testament." It sells like hot cakes, and an agent has only to present it intelligently to sell it, whether to Biblical scholars or to the ordinary reader. The fact that all of the illustrations are real and true scenes of Palestine taken with the camera gives it remarkable salable strength as it gives it remarkable interest. No work can excel it as a salable book. Intrinsically it is worth more than any other [illegible] or any other Testament I have ever handled, and it is popular wherever it becomes known. My canvass has been short. I have taken in all up to this date **180** subscriptions, and I find I have made exactly three hundred calls and canvassed three hundred people. I secured **50** subscriptions my first week, and of these **13** were taken in one day. I have canvassed just twenty-six days, and in that time have secured **180** subscriptions, for which order has been sent.

JOHN CAMERON,
Mounts, Ind.



JOHN A. CAMERON.

Mrs. F. A. DINSMORE.

## "IT IS A PLEASURE TO SHOW THE BOOK."

My success with the "Self-Interpreting Testament" has been made under difficulties, and many interruptions of housekeeping, sick friends and other obstacles. Hence, my total for the several weeks has exceeded little over **200** only, but I have done well for the time given to the work. I find in going over my work that I have averaged about **5** subscriptions to every nine calls. What pleases me especially with reference to it is the great satisfaction it gives subscribers. I have had a number of them to say that they would not be without it for three times its cost. The photographs of Bible places are so clear and impressive as to at once enlist the attention and interest. One lady who saw the book which I delivered wrote me to bring her one, and I have found that one book will help to sell others, and there seems to be no limit to the possibilities. If I had been able to follow the canvass steadily I could have done a wonderfully profitable business. I am, however, not very strong, and I get tired after I have visited a few houses, and stop to rest the balance of the day. It is a pleasure to show the book. I can make good money with it the year 'round.

MRS. F. A. DINSMORE, Selma, Cal.

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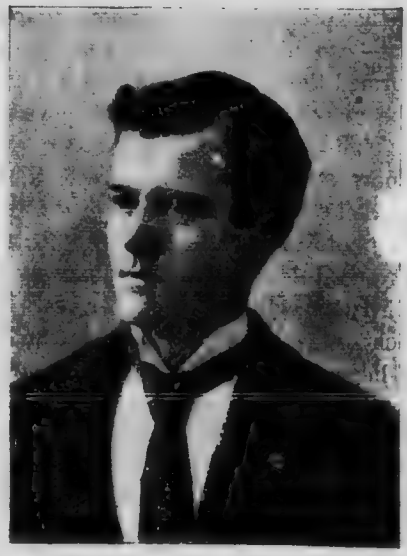
## "THE PHOTOGRAPHS HAVE WONDERFUL STRENGTH."

I have not exceeded **14** subscriptions in any one day's canvass, though I have reached this number more than once. It is the weekly and monthly report, however, that tests the capacity of the agent and the salability of the book. I have taken **47** subscriptions in a week, and in one month **136.** In good territory I can sustain something of this average. It is not necessary for me to add that the "Self-Interpreting Testament" is the most profitable book for agents that has been published in this country in recent years. It is salable because it has popular features in remarkable abundance. I find its photographs of the places of Bible occurrence of wonderful strength in getting the attention and in making the sale.

T. J. CRAWFORD,
Columbia, Tenn.



T. J. CRAWFORD.

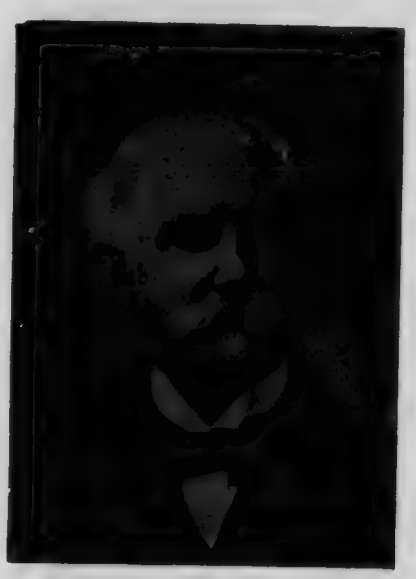
Rev. P. J. MARTIN, Evangelist.

## "I HAVE TAKEN IN ONE DAY NINETEEN SUBSCRIPTIONS."

I have canvassed my first twelve days in the year 1901 in the worst possible weather—in rain, snow and slush, cold and mud. I have in this time taken **72** subscriptions for future delivery. This is **36** subscriptions per week, or an average of **6** subscriptions per day, and at a time the least favorable of all the year for success in the book business—that following the holidays. If you knew all the adverse conditions you would at least not be disposed to complain of this success. With large purchases during the holidays, it is to me a real surprise every day I work that I succeed at all. In a previous canvass, and under the ordinary conditions, I have taken in one day as many as **19** subscriptions. I have taken **43** per week, and have likewise in a single month taken **80** good subscriptions. Since your suggestion as to comparing the number of subscriptions to the number of persons canvassed, I have taken **21** good subscriptions in 24 calls. It is altogether the best seller on the market. I am a minister of the gospel and a revivalist, as you know, and my impression is that the "Self-Interpreting Testament" is the most valuable book now offered to the American people. In it "the stones cry out in confirmation of the words of Jesus of Nazareth." "A voice comes down from the hill-tops of five centuries—from hill and valley, from mountain and glen, from ruined tower and flowering vale." Thus it is written. The book is an inspiration. The photographs of scenes that have been stereotyped by reason of the rejection of Christianity —that progressive principle that so soon will change the dead past into the living present—are invaluable. In a few years, when the power of the gospel shall have transformed these things, the unbeliever will deny the condition of the long past. When the succeeding generation shall visit the land of the Book and not find the condition as claimed by the Christian. hen and only then will the worth of these photographs be known. Then will this work be acknowledged as having been the design of "Him who worketh all things according to the counsel of His own will." This Testament, with its photographs and its five thousand years of sacred history beneath, is an inspiration. It ought to and will find its way into every Christian home, and will come to any Christian home as a benediction. It is a help to the minister, a guide to the Sunday-School teacher and a friend to the Endeavorer, and is not only unsurpassed, but truly it has no equal in any publication on earth. It must be possessed and be studied to be appreciated, and only its possessor knows the richness of its inexhaustible mines—its treasures of knowledge and the satisfaction it yields. Even children learn its history as they never would from less attractive volumes. Its notes and comments are by the most scholarly men—the most consecrated divines. Its maps are clear, its tables accurate and plain, leaving nothing to be desired. It is a library of Biblical knowledge, a geography of Palestine, and an art gallery of scenic photography from Shem to Saul

of Tarsus, and from the Great Pyramids to the Isle of Patmus. It enlightens its possessor, confirms his faith, comforts his heart, and he leaves it an heirloom to his children. No one will ever regret its purchase and no one can afford to be without it.

Rev. P. J. MARTIN, Evangelist, Purcell, Indian Territory.



L. P. GRAY.

## "I HAVE SOLD OVER FIVE THOUSAND COPIES."

I have canvassed the "Self-Interpreting Testament" from the period of its publication to this date, and can average from **35** to **40** sales per week the year round. I have sold a great many books in my time, but my experience with this has impressed me that it is the most salable and in all respects the most satisfactory book I have ever known in the subscription trade. I shall follow its sale as a business, and am confident I will make the year 1900 the best I have ever seen. I have sold to this date over **5,000** books for you. The great leading features in the sale of the "Self-Interpreting Testament" are, first and foremost, its numerous and splendid photographs of Bible Land scenery and noted places; and, second, its historical and reference matter and Bible readers' helps. All of these together make a perfect work. L. P. GRAY, Liberty, Mo.

## "THE BOOK INTERESTS THE BEST PEOPLE."

I have worked under disadvantages. I have taken about **140** subscriptions, and have taken them in a few days' work. I have not had the health and strength to canvass more than a few hours per day. The book interests the best people. Its beautiful print, very competent authorship, and beautiful and truthful illustrations, commend it at once to the Christian culture and the influential part of any community. It would seem to me that any one can sell it who can sell any book. It is not merely a Testament, but it is truly a "Self-Interpreting Testament," and a complete Biblical Encyclopedia, containing everything that is needful and helpful to the Bible student and the Bible reader. When I make these facts plain to the people I have no trouble in securing their orders, even when their homes are already "full of Bibles," as some of them claim.

Miss MINA NYE, Carlisle, Ark.

Miss MINA NYE.

JAMES T. GOOCH.

## "HERE IS THE WHOLE STORY OF SUCCESS IN A NUT-SHELL."

A glance at he "Self-Interpreting Testament" favorably impresses every one with it. Its title attracts attention, its photographs excite universal admiration, and its explanatory features on every page at once show its practical worth. Its photographs give a panoramic view of the Holy Land. Mechanically it is admirable. It seems to me to be so simplified that a boy can understand it, and it is so attractive as to make every one read. Scarcity of money is the only preventative of its being placed in the hands of every one who examines it.

I have taken **17** good subscriptions in a single day. I have taken **60** orders in a week, and have in a single month taken **193** subscriptions, all of which were delivered. I do not believe that there has been any book on the subscription trade for a generation with which I could have accomplished this result.

JAMES T. GOOCH, Smyrna, Tenn.

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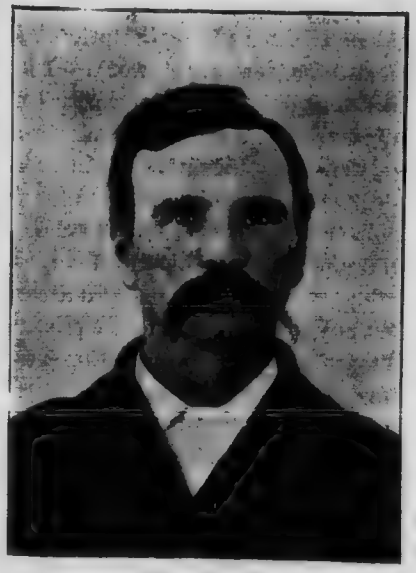
## "HAVE RECEIVED THE PIANO-BOX TOP BUGGY AS A PREMIUM."

My canvass for the "Self-Interpreting Testament" has, as you know, been rather short, but I have sold enough to entitle me to the Piano-Box Top Buggy—a most valuable premium which I have received from you and which I greatly appreciate. I have found it remarkably salable. I have taken **13** subscriptions in nineteen hours' work, in which I canvassed only sixteen people. I failed on that day with only three people. Last week I canvassed only twenty-six hours all told, but I managed to see sixty-seven people and took **29** subscriptions. I have the present week taken **16** subscriptions, and in doing this I canvassed parts of three days, aggregating, however, only about twelve hours' work, in which time I canvassed eighteen people. You will see, therefore, that I am doing well, and am so encouraged with the work that I shall make it a business.

REV. J. T. SARGENT,
Sturgis, Miss.



Rev. J. T. SARGENT.

D. C. EDMUNDS.

## "A COUNTRY AGENT WINS TWO BUGGY PREMIUMS."

The "Self-Interpreting Testament" is the best book I have ever handled. I have taken **16** orders in a single day, and **70** orders in a single week. I am strictly a country agent. I have handled many books, but this is the best selling book I have ever sold. You know my success from the fact that I have earned two buggies as premiums, each buggy based on **240** subscriptions and the successful delivery of same.

REV. J. J. MATTHEWS, Nocoma, Texas.

## "THE REMARKABLE SUCCESS OF THIS PERIOD."

I am only 22 years old and have had no previous experience, but I have taken for the "Self-Interpreting Testament" **13** subscriptions in a single day, **36** subscriptions in a week, and **111** in one month. I believe I can sustain this record in good territory. The "Self-Interpreting Testament" is the remarkable success as a subscription book of this period.

DUNCAN CAMERON EDMUNDS,
Princeton, Ky.

## "A GOOD BUSINESS EVERY WEEK THE YEAR 'ROUND."

In my first month's canvass for the "Self-Interpreting Testament" I took **149** subscriptions. Of these I took **49** in six days, constituting a week. I have taken as high as **14** subscriptions in one day. I can average good business on it the year 'round. My opinion of the book is best voiced in the fact that I shall continue to sell it and will sell nothing else. Col. J. W. STRICKLE,
Huntsville, Ala.

REV. J. J. MATTHEWS.

J. WESLEY DICKSON.

## "RECORD OF AN EIGHTEEN-YEAR-OLD BOY."

I am only eighteen years old, as my photograph will indicate, and began my career as a book canvasser with the "Self-Interpreting Testament." I took **17** orders in Adairville, Ky., one day, and I have taken **75** subscriptions in a single week. In one month I have taken **265** subscriptions, all of which were delivered easily. I have adopted the sale of this book as a business, and expect to canvass it every week the present year. I have had no experience with other books, but know from observation that this is the most salable book now being canvassed. From the above showing you can estimate my profits.

J. WESLEY DICKSON,
Pulaski, Tenn.

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## "PROUD SATISFACTION OF KNOWING THAT HE IS ENGAGED IN A WORK WHICH ASSISTS IN CHRISTIANIZING AND ELEVATING MANKIND."

I can certainly bear testimony to the wonderful popularity of the "Self-Interpreting Testament." I have handled many books, but have never yet found a work which meets with such a ready sale. The general make-up of the book, with its handsome bindings and its beautifully engraved photographs, is so very attractive that the agent has but little to do in pointing out its wealth of excellent features and selling it. I have canvassed but sixteen days so far during the present month, but have taken **68** good subscriptions. In five days' steady canvass I visited eight families each day and took an aggregate of **32** good subscriptions. In this time my best average was **7** subscriptions in one day, and my lowest was **4** in one day. This, I think, is good work, as it was wholly in the country—no town was visited.

Allow me to say that in my opinion the man who acts as your agent in selling the good books sent out by your firm is far more fortunate than he who has to jump counters to sell tape or plod behind a team to produce cotton at five cents per pound. Better than all, he has the proud satisfaction of knowing that he is engaged in a work which assists in christianizing and elevating mankind. I could not have succeeded with any other book.

LINN TANNER,
Cheneyville, La.

LINN TANNER.

P. EUGENE CRAIG, M. D.

## "IT GAVE HIM HIS MEDICAL EDUCATION."

The name of the book secures respectful attention. As the pages are shown and the photographs of places of Bible occurrence are seen, the effect is always favorable. I have seldom had to do more than show it when a sale is readily made. It is the "Book of Books" in a beautiful form. Its sale furnished me the means of a medical education and a full college course where I graduated without owing a single cent. I have taken **13** subscriptions in one day, **43** in a week, **98** in a month, and delivered all of them, besides spending time in other business. I have taken as high as **7** subscriptions in eight calls. I have had considerable experience in selling subscription books, but can take three times as many subscriptions for this as any book I have ever handled.

DR. P. EUGENE CRAIG,
Baltimore, Md.

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## "HE SOON CAME BACK TO HIS FIRST LOVE."

I ordered the outfit for the "Self-Interpreting Testament," believing from your description that it was the best seller now being published. I was not disappointed in the result. After working up the convenient territory successfully I tried another book because of the convenience of the field, but soon found my mistake and came back to the "Self-Interpreting Testament." I have never found anything to equal it, much less to surpass it, in popularity and salability. I can easily get the attention of any one by showing its charming photographs and its beautiful clear type. I have but an imperfect record of my sales and deliveries, but have many times taken **10** and **12** orders per day. Even in irregular canvassing I have not sold less than **25** per week—a week with me being five days. I have taken **35** orders in a week, besides delivering eight sets. I have sold **25** books in forty calls and have done this more than once. It is the best selling book I have ever handled. I want to say, in conclusion, that in all my experience I have never been connected with any house with which my dealings were more agreeable, pleasant and profitable.

REV. R. Z. GERMANY,
Brookhaven, Miss.

Rev. R. Z. GERMANY.

## "ONE HUNDRED AND TWENTY SUBSCRIPTIONS IN A SHORT CANVASS."

My canvass has been attended with good success for the short period of my agency. I have taken **120** subscriptions, and have successfully delivered them. While canvassing a young lady recently, a camera fiend, observing my position and

PRESCOTT C. MILLS.

manner, indulged in a snap-shot, and I send you the result. It is needless to say that I secured the subscription. When one understands the wealth of strong points in the "Self-Interpreting Testament," if he has appreciation and enthusiasm, he cannot fail to canvass it with a degree of earnestness that insures results.

PRESCOTT C. MILLS, Arlington, Mass.

S. G. RAGSDALE.

## "NO BOOK PUBLISHED IN RECENT YEARS APPROACHES IT IN POINT OF SALABILITY."

My canvass for the "Self-Interpreting Testament" has resulted in success that is almost uniform one week with another. I have taken **32** subscriptions in one week, and can average about that number. Have taken **9** in one day, and when not interrupted believe I can about average that number. I can only speak thus far from somewhat unlimited experience, but my experience satisfies me that no book published during recent years approaches it in point of salability.

S. G. RAGSDALE, Chattanooga, Tenn.

R. L. MERRILL.

## "FOUND IT REMARKABLY SALABLE."

My canvass for the "Self-Interpreting Testament" has been somewhat irregular and fitful, but I have taken and delivered over **100** subscriptions and have found it remarkably salable. I find in going over my work that I have sustained an average of about **3** subscriptions to every eight calls. On Tuesday I made six calls and took **3** subscriptions, and to-day I have only visited four houses and taken **2** subscriptions. I believe I can sustain this average the year 'round, and am quite satisfied that I can make a continuous, good income of $25.00 to $40.00 per week. I can work the same territory for years. Those who do not subscribe want the book, but simply feel unable to buy now. I shall canvass the same territory several times, and I believe each succeeding time will be more successful than the first canvass.

R. L. MERRILL, Columbus City, Ia.

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## "ANY INTELLIGENT AGENT CAN SUCCEED."

I have never found a book that sold so profitably as the "Self-Interpreting Testament." I have taken **7** subscriptions in a day, **25** in a week, and **83** in a month, and this has been somewhat irregular work. The book is certainly wonderfully salable, and any intelligent agent who will post on it can make it a success.

EARNEST COLEMAN, Hopkinsville, Ky.

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## "MY SUCCESS HAS BEEN LIMITED BY THE NUMBER OF PEOPLE I COULD SEE AND CANVASS."

My success with the "Self-Interpreting Testament" has exceeded my expectations. I have made as high as $44.00 in a single day. I am unfortunate in not having been able to work steadily and of having to canvass wholly in the country. My success, however, has been limited to the number of people I could see and canvass. I shall, notwithstanding the fact of hard times and other duties, run my subscription into the hundreds in this county.

A. W. FIZER, Morley, Mo.

A. W. FIZER.

N. W. McCURDY.

## "I HAVE NEVER FOUND ANYTHING SO SALABLE."

I have had remarkable success with the "Self-Interpreting Testament." I have canvassed many books, and always with success, but I have not found anything so salable or so pleasing to subscribers. It gives universal satisfaction, and its canvass certainly shows a most satisfactory financial result for the canvasser.

N. W. McCURDY,
Chavies, Ala.

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## "NOTHING COULD TEMPT ME AWAY FROM THIS BOOK."

You ask my opinion of the "Self-Interpreting Testament" as a book of character, interest and salability, and also facts with reference to my experience with it. I will say, with reference to the book, that I canvassed it because of its remarkably attractive and, in my judgment, strong, popular features, and my experience has not been disappointing. In my first month I took **125** subscriptions, and of these I took **38** in one week, and in one day I took **11.** I have not thought that my territory was especially favorable. I expect to continue to canvass, and nothing could tempt me away from this book. It sells on its merits, rather than on any remarkably method of canvassing which I have adopted.

ED. C. TRUETT, Franklin, Tenn.

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## "WILL FOLLOW IT AS A BUSINESS."

I have not regarded my success as brilliant, in view of the fact of the remarkable character and salability of the book. The "Self-Interpreting Testament" interests everybody at sight, and it needs simply explanation and showing of the beautiful photographs to sell it. I can sometimes take **6** subscriptions per day, and, though my canvass has been irregular, I can average **20** to **40** subscriptions per week. I shall follow the sale of the "Self-Interpreting Testament" as a business, and know I can make it profitable.

J. J. RUTHERFORD,
Garlandville, Ga.

J. J. RUTHERFORD.

W. R. NELSON.

## "ITS FEATURES NEVER FAIL TO IMPRESS THE PEOPLE."

I have never handled any book that so impressed people and met with such appreciation as the "Self-Interpreting Testament." The idea of showing in connection with the Bible narrative an actual photograph of the actual place of Bible occurrence is wonderful and striking, and it never fails to impress the people. When they are impressed and thus interested it is easy to take the subscription. The work is so popular as to divest the business of all of its features ordinarily considered disagreeable. In a straight canvass I can average several subscriptions for every day canvassed. I have not canvassed any full month, but I am confident that when I do I can sustain this average.

W. R. NELSON, Olive, Va.

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## "THE ILLUSTRATIVE FEATURE ATTRACTS EVERYBODY."

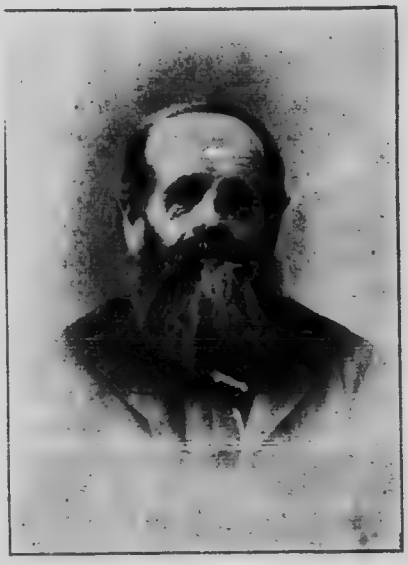
My success with the "Self-Interpreting Testament" has been satisfactory and profitable. I regard it of such inestimable value to Bible readers that I can present it with more than ordinary enthusiasm. The photographs are great helps. The idea of illustrating a Testament with actual photographs of the places of Bible events seems to attract everybody. I have taken as many as **14** subscriptions in one day, but my sales run about **30** per week. I made something of a record last week in selling **39** books in forty-eight calls. Is not this an encouraging average?

E. B. McSWEENY, Vicksburg, Miss.

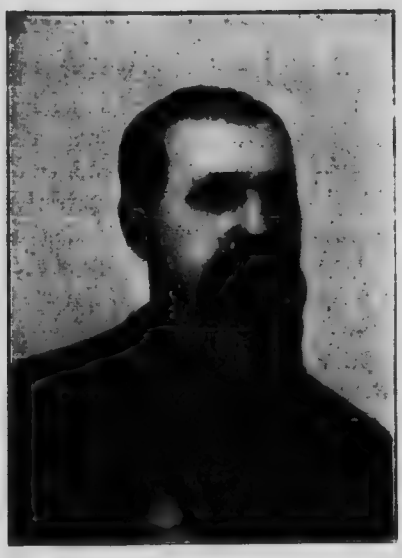
## "SOMETHING NEW UNDER THE SUN."

I have grown old in the canvass for books, and in my time have sold many kinds of books, and always with success. I have not found anything, however, in my long canvassing career with such possibilities of profit to the canvasser as the "Self-Interpreting Testament." I can interest everybody in its beautiful photographs of Bible places. It impresses every one as "something new under the sun," which it really is, and this very favorable impression enables me to take subscriptions with great success and profit.

A. F. MORSE, Hallowell, Me.



A. F. MORSE.



A. L. LAKE.

## "NOTHING BUT PRAISE FROM THOSE WHO PURCHASE IT."

I have taken **7** subscriptions per day on an average. I secure **1** order on an average for every three calls. This is my record throughout. I have never received anything but praise from those who purchase it. My impression is that it is bound to take the lead of all editions of the Testament, and that it will become a popular standard, and hence have a universal sale.

A. L. LAKE, Dakota, Neb.

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## "I THINK IT ONE OF THE GREATEST BOOKS OF THE AGE."

I believe I have canvassed the worst and the poorest county in the State, yet I secured the present month **14** orders in one day, canvassing four hours. I have during the period of my canvass averaged **32** subscriptions for every week of regular canvass. The present month I have taken **54** subscriptions, besides delivering one hundred books. I find in going over my records that I have taken **14** subscriptions on an average in every twenty calls. Now, as to my opinion of the "Self-Interpreting Testament," I think it one of the greatest books of the age, and verily believe it is the best seller on the subscription trade, and that I will demonstrate the fact next month right here. Every one is charmed with it, and notwithstanding the scarcity of money it delivers well.

C. T. BECKWITH, Lebanon, Tenn.

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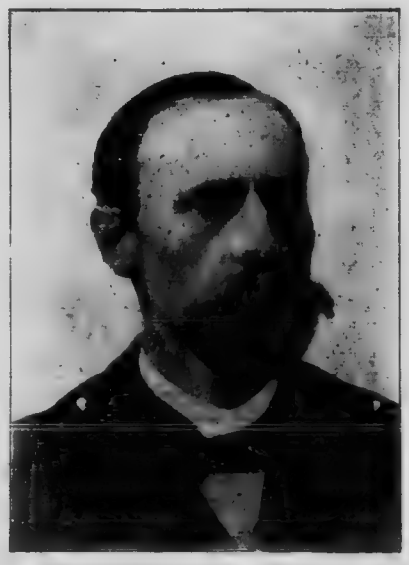
## "I STARTED MY CANVASS AT ONE, AND AT HALF-PAST TWO HAD TAKEN FIVE SUBSCRIPTIONS."

I have made what I consider a gratifying success in canvassing for the "Self-Interpreting Testament." My son, R. L. Merrill, has also canvassed it profitably, and we are enthusiastic both over its merits and great salability. I started my canvass at one o'clock in the afternoon, and at half-past two I had taken **5** good subscriptions. I have just fairly entered upon my work, but I have up to date taken **133** subscriptions and delivered all of them successfully. I could not have sold any other book or set of books, I am sure, with half the success.

A. MERRILL, Columbus City, Iowa.



A. MERRILL.

Rev. B. B. WHITMER.

## "TEN SUBSCRIPTIONS TO EVERY TWENTY-TWO CALLS."

I have been taking subscriptions for the "Self-Interpreting Testament" in the proportion of **10** subscriptions to every twenty-two calls. I have not canvassed at all actively, but in four days took **22** subscriptions. I shall at present progress soon sell enough books to entitle me to the premium buggy which you offer.

REV. B. B. WHITMER,
Morrill, Kan.

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## "I HAVE TAKEN AS HIGH AS TWENTY-FIVE SUBSCRIPTIONS IN A SINGLE DAY."

I have never seen any publication that simplified Scriptural truths like the "Self-Interpreting Testament." Everything is made so plain that any one can understand it. I find in my canvass that everybody wants it, though all cannot afford to buy. It outsells anything I have ever handled. But for the hard times it would practically "sell at sight."

I have taken as high as **25** subscriptions in a single day. I have, during the time canvassed, averaged about **75** subscriptions per week—counting six days to the week—though not canvassing consecutive days. I have sold about **200** to date, though, as stated, the canvass has been irregular, and I have not given much time to it. have taken **25** good subscriptions in thirty calls. I shall canvass the book as long as I can find convenient territory.

REV. ISAAC STOVALL,
Maysville, Ga.

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## "BELIEVES IT IS THE ONLY BOOK THAT WILL SELL PROFITABLY AT THIS TIME."

I have taken and delivered **56** subscriptions in twenty days. I believe I can sustain that average. I believe it is the only book that will sell profitably at this time. My sales are not limited to church members by any means. The illustrations are so unique and remarkable that they attract everybody, and people who make no pretensions to religion buy the book for the photographs; others who already have Bibles and Testaments subscribe for the same reason.

S. PATTON, Willmar, Minn.

S. PATTON.

Mrs. M. A. FOGG.

## "NO MONEY IN TOWN, BUT SUCCESS JUST THE SAME."

A week ago yesterday I left Waterville for Jonesport. Wednesday morning I took my book and started out. I had never been here before and did not know a soul. They all told me they liked the book, but had no money; and there was none in town, as they had no fishing this summer and no work. Nevertheless, I sold **5** on Wednesday, my first day, **9** Thursday, **10** Friday, and **9** Saturday, namely, **33** subscriptions for the "Self-Interpreting Testament" in four days. In three weeks I took **106** subscriptions and delivered them all.

MRS. M. A. FOGG, Lewiston, Me.

## "HAVE TAKEN NINETY ORDERS IN FIFTEEN DAYS."

For the week ending January 22d I took **46** subscriptions for the "Self-Interpreting Testament." In the last fifteen days I have taken **90** subscriptions. I hope in the near future to be able to excel even this. I am convinced more and more each day not only of the very superior merits, but of the remarkable salability of the "Self-Interpreting Testament." It stands without a peer, and certainly in salability without a rival.

G. H. SCHROADER, Bowling Green, Ky.

## "I REGARD IT AS THE ONE GREAT PUBLICATION OF THE SUBSCRIPTION TRADE."

I find that during the several months which I have canvassed for the "Self-Interpreting Testament," I have during active work secured about **7** subscriptions per day. I have averaged **35** subscriptions per week. The salability of the book is such that I have felt that my efforts were not distinguished by the success which the remarkable salability of the book justifies. I regard it as the one great publication of the subscription trade, and one of most extraordinary possibilities in the hands of intelligent canvassers. I have taken **8** subscriptions in eleven calls, and I believe I can sustain that average. The book is indeed a fine seller. It is the only book I have ever seen, the sale of which I would undertake.

H. J. MULLENS, Franklin, Tenn.

H. J. MULLENS.

S. P. DALTON.

## "THERE IS NO DIVISION OF OPINION, EITHER CONCERNING ITS CHARACTER OR SALABILITY."

The "Self-Interpreting Testament" is a most valuable work, and those who purchase it are especially pleased with it. In good hands it is remarkably salable. I have taken **16** subscriptions in a day, **32** in a week, and **104** in a month. I have at the present time taken, as I estimate it, **800** subscriptions. I have taken **4** subscriptions in six calls, and **16** in a single day. In fifty calls I have sold **26** sets, or **104** volumes. There is no division of opinion, either concerning its character or its salability. In my canvass I make a liberal use of the testimonials, many of which I can repeat from memory. Dr. Parkhurst's is one of the best, and I hardly ever fail to repeat it to every person I canvass. S. P. DALTON, Louisville, Ky.

The testimonial referred to by Mr. Dalton is as follows:

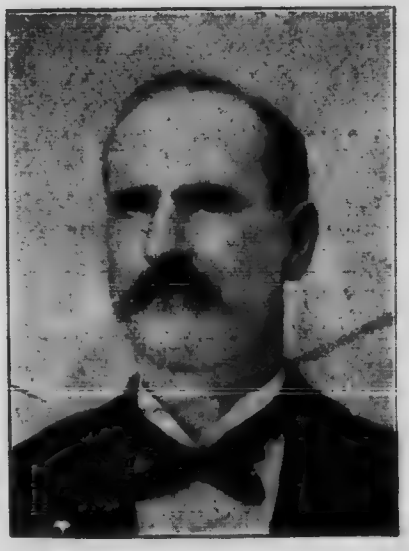
"The 'Self-Interpreting Testament' is a beauty, and is gotten out with a richness of contents and a delicacy of style and finish that are an honor to every one that had a hand in it, from those whose explanations of the text are so clear and graphic, from artist and author, whose journeyings in Bible Lands made the volume possible, down to the last man who put a touch on the rich binding. I can see at a glance that the photographs are a special feature by which it is differenced from all other Bible productions along the same line. Let me congratulate you upon them. They not only adorn the book but are in themselves a kind of graphic commentary which helps wonderfully to put an impress of reality upon the scenes and localities that they portray."

CHARLES A. PARKHURST, D. D., LL. D.
New York City.

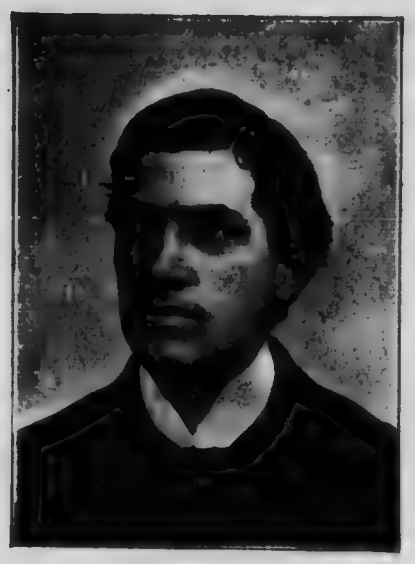
## "NOT AFRAID OR ASHAMED TO MEET HIS CUSTOMERS."

I have had remarkable success with this book, and what especially pleases me is that I am not afraid or ashamed to meet one who buys it after he has examined it. It gives satisfaction to every one. It is not only the finest book, but the finest seller I have ever seen. I have often taken **8** to **10** subscriptions per day. I am so well satisfied with its possibilities that I am arranging my affairs to canvass for it as a business.

WILLIAM W. McKINLEY,
Ballinger, Texas.



WM. W. McKINLEY.



G. DONALDSON.

## "EIGHTEEN ORDERS IN ONE DAY."

In giving you my record for one month I give you about my average. I have taken **168** subscriptions the present month, and last week took **56**, of which **18** were taken in one day. It is the best selling book I have ever canvassed, and my experience is such as to satisfy me with it as a business for the year. I expect to make a regular canvass for the "Self-Interpreting Testament" throughout the entire year. It is a real pleasure to canvass for this beautiful work, not only because success always brings pleasure, but also because subscribers invariably seem to feel that it is a favor to them to be solicited to purchase such a book. They never fail to have a pleasant greeting for me when I meet them afterward. If you could go with me and see the intense interest manifested by every member of the family when I canvass them, it would do your heart good. As to what features I find to be the strongest, I can hardly say. If you set a basket of apples before a little child, he will try to gather them all into his chubby arms; and it is just so with the "Self-Interpreting Testament" Subscribers want the whole thing, every feature. But there is nothing stronger or better than the photographs. These splendid reproductions of Bible scenes and places are simply irresistible. It was certainly an inspiration that led you to procure these photographs. I also use the testimonials with good results. They are all of the very highest class, and never fail to convince.

J. G. DONALDSON, Hopkinsville, Ky.

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## VERMONT FALLS INTO LINE.

My canvass for the "Self-Interpreting Testament" has been somewhat short, but I am taking subscriptions to the number of about one to every five calls. I shall have a large order for delivery preceding the holidays, and write especially to ask if you are prepared to fill it promptly, and how long it should be made in advance? I do not make an estimate of my average orders, because I sell to nearly every family I visit. My orders are therefore limited only by the number of calls I can make, and the distance I can travel in a particular time. The person who cannot sell this book would hardly succeed at anything.

GEORGE P. DUTTON,
Springfield, Vt.

GEORGE P. DUTTON.

ALVIN JACKSON.

## "IT JUSTIFIES ME IN MAKING IT A BUSINESS."

I have taken **15** subscriptions for the "Self-Interpreting Testament" in one day, but my average up to date is **25** per week, though I have taken **8** subscriptions in an hour, and have taken **48** in one week. I have canvassed it long enough to justify me in making it a business, and shall shape my affairs accordingly. I regard it as the best selling book that has ever come under my observation. As you understand, I canvass only in the country. Of course the photographs of Bible places are the great popular feature, but they are not all, by any means. I use the splendid testimonials with excellent effect, and one of the very best is that of Rev. Daniel March, because he is so well known and stands so high in the estimation of all Christian people. The testimonial of Elder J. H. Garrison is also a clincher. His comparison of imaginary Bible pictures with our real photographs impresses the merits of the work on the mind of every person. While some particular features may interest certain classes of subscribers more than others, the work taken as a whole comes as near being perfect as any I have ever seen. It more than fulfills expectation, so that subscribers are never dissatisfied, and the book is its own best recommendation.

ALVIN JACKSON, Downing, Mo.

## "IT IS BOUND TO BE HIGHLY SALABLE AND POPULAR FOR MANY YEARS."

Here is my record, and I believe I can sustain it in a continuous canvass the year 'round. I have taken **17** subscriptions in one day, **78** in one week, and **251** in one month of twenty-six days. I have taken over **600** subscriptions in all. I would rather handle it than any other book I have ever seen, and I have canvassed many. I find that it takes some time to study and prepare for the canvass, but when one is prepared it is easy sailing. It is bound to be highly salable and popular for many years. In fact it grows in favor with the people as it becomes known, so that with the growth of population, the forming of new families, the increasing ability to purchase, etc., there will never be any end to the sale of this book. It will sell forever.

J. M. HAWKINS, Phidelta, Ga.

J. M. HAWKINS.

W. B. WHITE.

## "ANY COMMON READER CAN LEARN MORE IN ONE-FOURTH OF THE TIME."

I have taken **12** orders in a single day, and **43** in a week, and **127** in a month. I have thus far in a short canvass taken over **200** good subscriptions, and one day I made ten calls and took exactly **10** subscriptions. I consider it one of the best arranged in the matter of information, and contains the simplest teachings of any Testament I have ever seen. Any common reader can learn more in one-fourth of the time of reading than they could without its help. I will add that I can make great use of the photographs of Bible places in canvassing. It helps me to enlist the attention and interest, and to ultimately secure the subscription. I also use the testimonials with great effect. You certainly have the finest array of testimonials that were ever given to any book on earth, and with these as a help, and the splendid features of the book itself, any agent who cannot make money selling it, and make it rapidly, can safely conclude that there is something serious the matter with him. The photographs of places of Bible events, showing their present appearance, of course constitute the great leading card in the sale of the book. W. B. WHITE, Nettie, Ga.

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## "EXCITES UNIVERSAL ADMIRATION."

My experience thus far in selling the "Self-Interpreting Testament" has, as you know, been short, but I have taken **7** subscriptions in a single day, and have averaged **31** per week since the beginning of my canvass. My subscriptions now quite exceed **100**. The best short record I have made is to take **6** subscriptions in six calls on one day, and on another day I took **7** subscriptions in nine calls. I have canvassed many books, but have never found any so popular and salable as the "Self-Interpreting Testament." It affords a rare opportunity for money making. I need not say that, of all the works on the Bible I have ever seen, it is pre-eminent in beauty and strength of illustration and in merit and interest. The idea of photographing the exact places of one hundred and eleven scenes of Bible events excites universal admiration.

REV. W. O. JENKINS, Lineville, Ala.

Rev. W. O. JENKINS.

C. W. STONE.

## "BY ALL ODDS THE GREATEST BOOK HE EVER HANDLED."

It is by all odds the greatest book I have ever handled. I only work about half my time, but I succeed in taking **20** odd subscriptions per week. The possession of the splendid array of photographs of places noted in Bible history, is the next thing to a journey through Palestine, and it is the captivating feature of the work. Their wonderful cheapness is also a subject of universal comment, because everyone who has ever purchased photographs the size of these is well aware of the fact that the price is never less than $1.00 each. With such a cheap and beautiful panorama of Bible Lands, added to the historical and encyclopædic features, it would indeed be a matter of wonder if agents did not do a phenomenally large business. This great Testament will sell forever, and I predict that long after our earthly work is finished, agents will continue canvassing for it as the world's greatest subscription book.

C. W. STONE, Churchwood, Va.

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## "BEST AND HANDSOMEST BIBLE COMMENTARY PUBLISHED."

It is not only a great book, but the best and handsomest possible Bible Commentary published. It is by all odds the most salable book I have ever handled. Out of every fifty calls I sell not less than **25**, and can sustain this average. I have sold over **100** in one month of twenty-six days, and have an average of **25** per week. I have taken as many as **10** subscriptions per day, but of course the canvassing business has its vicissitudes, and some days the success is slight and on other days the average is made up. There is no question in my mind that it is the best book on the subscription trade. I use all the features in my canvass—the photographs of Bible events first, then the historical and Biblical helps, the clear and beautiful print, and last, the grand testimonials, which are the best I have ever seen for any book.

G. T. MAWYER, Lovingston, Va.

G. T. MAWYER.

W. W. RIGGS.

## "THE BOOK DELIGHTS EVERYBODY."

My subscriptions for the "Self-Interpreting Testament," up to this date, aggregate several hundred. My canvass here is necessarily scattered, as the towns are small and the country thinly settled. In one and one-half days last week I took **17** subscriptions, in three days I took **23**, and the present week I have taken **27** subscriptions. I have averaged about **23** subscriptions to every fifty persons canvassed. I could not have done so well with any other book—in fact, could not have succeeded at all. In Arlington in one day I took **12** subscriptions, and in Starbuck, Washington, I took **21** subscriptions in two days, and I succeed in about sustaining that average. The book delights everybody, and the only obstacle in the way of really an extraordinary sale is the general scarcity of money.

W. W. RIGGS, Portland, Oreg.

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## "WORTH ITS WEIGHT IN GOLD."

The book is worth its weight in gold. I can get such testimonials from all I have sold it to. My orders, as you know, run into the hundreds, and I hope to sell hundreds more. One week I took **45** subscriptions in fifty calls, and when I have canvassed steadily I have averaged about **36** subscriptions per week. One day last week I took **12** good subscriptions.

W. W. OLIVER,
Little Rock, Ark.

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## "IT AFFORDS ANY INTELLIGENT CANVASSER A GREAT OPPORTUNITY FOR MONEY MAKING."

The picture I send you is a poor photograph, and I think rather a poor likeness, but it represents one who has taken **120** orders for the "Self-Interpreting Testament" in four weeks, and only one of them in cloth binding. I am delighted with the book. It affords any intelligent canvasser a great opportunity for money making.

F. E. MERITHEW,
Pittsfield, Me.

F. E. MERITHEW.

L. H. KENT.

## "IT CAN BE SOLD WITH PROFIT FOR YEARS TO COME."

My canvass for the "Self-Interpreting Testament" has been marked by most gratifying success. My experience thus far satisfies me that I can average **3** to **5** subscriptions per day, and if so, the result will be so profitable as to justify the giving of my entire time to the work. It can be sold with profit for years to come, for the simple reason that it will never grow old. Nearly every family I visit is already supplied with Testaments of various editions, but there is a decided advantage in taking orders for the "Self-Interpreting Testament," which is so different from all others and so very much better and more useful. Those who already possess other editions are all the more eager for this on account of its truly "Self-Interpreting" features. In this and other respects, it is superior to the Teachers', the Oxford, or any of the other special editions. In fact, it is the general belief among all who have seen it, that the "Self-Interpreting Testament" is the most complete and useful edition of the Scriptures in existence.

L. H. KENT, Salem, Mass.

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## "DEMONSTRATED THE REMARKABLE SALABILITY OF THE WORK."

I have begun my canvass for the "Self-Interpreting Testament" with great success, having taken **18** subscriptions this week, and I have started in a way that demonstrates the remarkable salability of the work. You ask me what features I find the most popular with the people. In reply I will say, *all of them.* It is the most uniformly popular and satisfying Testament that has ever been published. It makes no difference how many other Testaments a family may have, they are sure to subscribe for the "Self-Interpreting" also as soon as I make them understand what it is. Aside from the great convincing features of the book itself, I find the testimonials a wonderful help. They are the finest I have ever seen, and are absolutely convincing.

H. W. HOPKINS,
Haverhill, Mass.

HENRY W. HOPKINS.

Rev. J. E. COCHRAN.

## "HIS SUCCESS HAS BEEN MOST SATISFACTORY."

My success with the "Self-Interpreting Testament" has been most satisfactory. I have not been able to canvass with any degree of regularity, but have taken as high as **10** subscriptions in one day. I have sold as high as **5** books in seven calls, and I believe that in a systematic canvass I can sustain this average. I will say that the book is one of such detail that it takes some little time to show it up, but a large number can be sold in a given field.

It is impossible for me designate the features that I find the most popular with the people, where all are so desirable. I presume, however, that the photographs of places of Bible events are the most attractive. Next to these come the Bible helps and instructions, which are so ample and varied as to constitute a Biblical encyclopedia and library in one volume. In these particulars it is superior to any of the other celebrated editions of the Testament that I have seen. I also find the testimonials very useful in helping me to concentrate attention upon the sterling merits of the work. They are very strong and convincing, and I could not very well dispense with them.

REV. J. E. COCHRAN, Oakdale, Calif

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## "I DO NOT 'HAVE TO' SELL BOOKS, BUT THIS IS A PLEASURE."

You have the records of my success with the "Self-Interpreting Testament." I have more than once taken **10** subscriptions in a day, and have averaged about **38** per week. The present month have taken **112.** I have taken **9** orders from eleven consecutive persons canvassed, but one week I broke the record by taking **32** orders in twenty-two calls, having sold to different branches of the same family. The book is far ahead of any book I have ever canvassed with by at least two to one. Its intrinsic worth constitutes its remarkable advantages in selling. Arranged as it is with the photograph opposite the Scriptural account of the event, it at once enlists the interest and enables one to make the sale readily. I do not "have to" sell books, but the canvass for this book is a pleasure.

J. W. SALSBURY, St. Louis, Mich.

J. W. SALSBURY.

Rev. D. M. VINEYARD.

## "HAVE TAKEN AS MANY AS TEN SUBSCRIPTIONS IN ONE DAY."

My canvass for the "Self-Interpreting Testament" has been irregular, and has been coupled with my ministerial duties. My work has been entirely intermittent. I have taken as many as **10** subscriptions in one day, and find that without any consecutive canvassing I have averaged **17** subscriptions per week. I have taken **5** subscriptions in seven calls. I regard it as the best edition of the Scriptures for popular reading and understanding ever offered to the public—or ever printed, as to that matter. I am, as a minister of the gospel, so desirous of distributing it as a means of doing good that, if my time permitted, I would push it with an enthusiasm that would enable me to get into every home. It is a great work, and absolutely convincing to every one who sees it. It matters not how many other Bibles there may be in the house, I never experience any trouble in securing an order for the "Self-Interpreting Testament" as soon as the people see what it is. "Seeing is believing," and there can be no doubting Thomases where the "Self-Interpreting Testament" is liberally circulated. It presents the Word in a new light, and will induce many to read and believe who otherwise would not.

REV. D. M. VINEYARD, Dexter, Mo.

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## "THE GREATEST BOOK EVER PUBLISHED, AND THE BEST SELLER."

I consider the "Self-Interpreting Testament" the greatest book ever published, and the best seller. After posting on the work, I made fifteen calls my first day, and took **13** orders in country territory. I can cheerfully recommend it to any one who wishes to canvass for a book that sells itself. If it is shown half like it should be it will sell without any special solicitation on the part of the canvasser. I secure the most intense interest of my customers as soon as I begin to show the photographs, and when I finish they sigh for more. I never in my life saw any other book that was so intensely fascinating, or so easy to sell.

DAVID DYNE,
Bloomington, Ind.

DAVID DYNE.

JOSIAH HOWELL.

## "ITS POSSIBILITIES ARE UNLIMITED."

The "Self-Interpreting Testament" is the most valuable and the best selling book I have ever sold. It is easy to sell, no trouble to deliver, and it gives satisfaction. In five consecutive weeks I took **150** orders. More than half of these were for the half morocco binding. I have taken as high as **12** subscriptions in a day. I have taken in all **574** subscriptions. I do not know of any other publication of like price with which I could have done so well and have made as much money. Its possibilities of sale appear to me to be practically unlimited. I cannot particularize the leading features. They all lead. The photographs of places and scenery of Bible history are of course the great fascinating and convincing feature; but the entire work, taken as a whole, is so excellent and superb, so superior and desirable, that it is practically irresistible. I also make a liberal use of the testimonials, which I find indispensable in securing and holding the attention of customers.

JOSIAH HOWELL, Reynoldton Pa.

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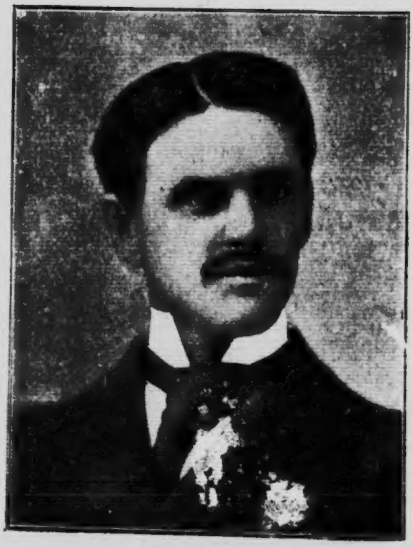
## "THE MOST MERITORIOUS AND THE MOST SALABLE BOOK IN THE SUBSCRIPTION TRADE."

I am comparatively new to the book business, but I have taken **4** subscriptions for the "Self-Interpreting Testament" per day, only working with ordinary regularity, and have taken **17** subscriptions per week. In getting at the number of volumes sold you want to multiply this by four. I am positive in the belief that it is not only the most meritorious book in the subscription trade, but the most salable. I was doubtful at the beginning whether it would pay to attempt to sell a Testament in a religious community like this, where every family is already supplied; but I soon discovered that those who have Testaments of other and inferior editions are the very ones who are the most eager to possess this one, on account of its "Self-Interpreting" and magnificent illustrative features.

R. B. PARRISH, Chattanooga, Tenn.



R. B. PARRISH.

T. M. HUTSON.

## "THE MOST VALUABLE EXPOSITION OF THE SCRIPTURES FOR THE COMMON READER EVER PUBLISHED."

I have taken and delivered in all over **300** orders for the "Self-Interpreting Testament"—have taken as high as **20** in a single day. The greatest number of subscriptions taken in a single week was **60,** and the best month's subscription was **200.** I have a number of times taken **20** subscriptions in twenty-five calls. It is the greatest book of the age, in my judgment, and the most valuable exposition of the Scriptures for the common reader ever published. Its photographs of the places of Bible occurrence, of course, add greatly to its sale as well as to its interest. I cannot see how any one desiring to canvass can hesitate one moment with reference to this book. My own experience fully convinces me that it would be a waste of time to try to sell any other book or article, as an agent, so long as I can command territory for the "Self-Interpreting Testament." I make a liberal use of the testimonials, which are absolutely convincing; but the grand photographs of places of Scriptural history and events are simply irresistible.

T. M. HUTSON, Centralia, Ill.

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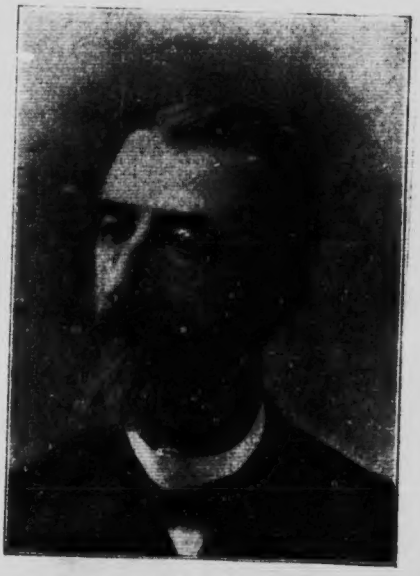
## "CLEAR PRINT AND MAGNIFICENT PHOTOGRAPHS ARE STRONG FEATURES."

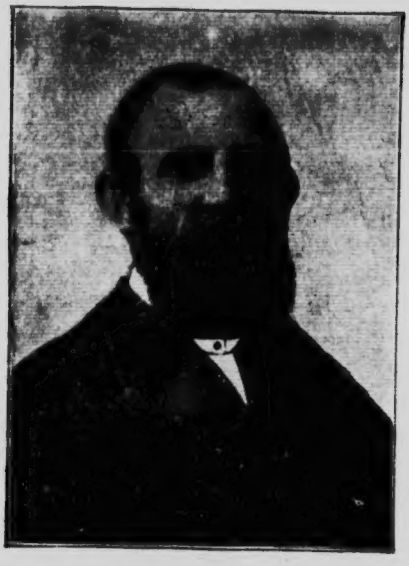
I have found in the tabulated matter, comments, explanatory matter, etc., and last, but not least, its clear print and magnificent photographs of Scriptural places, the strong features of this work. I find no trouble at all in getting the attention and in getting the interest when people are not too busy. Last month I took **44** subscriptions, but of these I took **25** in one week and **6** in one day. I can only work a portion of my time. I took **9** subscriptions in fifteen calls this week, and believe I can come near to that average. It is by all odds the best seller I have ever handled. It never fails to give satisfaction, so that when I meet my subscribers they always have a friendly greeting for me, apparently feeling that I have done them a kindly service in affording them an opportunity to purchase so splendid and beautiful a book. The work of canvassing for the "Self-Interpreting Testament" is indeed a pleasure.

J. M. DIEFFENDERFER,

Clarksburg, W. Va.



J. M. DIEFFENDERFER.



A. W. JENSEN.

## "ITS SALE IS TO ME A PLEASURE."

I shall canvass for the "Self-Interpreting Testament" as long as I can get good, accessible territory. My success with it has been greater than with any other book I have ever handled. I have taken as high as **19** subscriptions in a single day and **75** in a single week. In three weeks I took **185** subscriptions, and of these I took **19** in twenty-five calls. It is by all odds the best and most salable book I have ever handled. Its sale is to me a pleasure. My mind and heart are constantly warmed with the many pleasant memories of incidents occurring in my canvass. Wherever I go the entire family seem to feel that I have done them a favor in calling. I never enjoyed any other work so much as this.

A. W. JENSEN, Keene, Tex.

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## "I AVERAGE THIRTY SUBSCRIPTIONS TO EACH FORTY CALLS."

My canvass for the "Self-Interpreting Testament" has been—unfortunately for my profits, and what I could otherwise have accomplished—somewhat irregular. I have regretted the fact very much because I have found in the work a source of extraordinary possibilities for profit which I have not properly improved, and which I expect to improve hereafter. My success during the period I have canvassed has exceeded all expectation. I have averaged **30** subscriptions per week, and have taken as high as **10** good subscriptions in a single day. The present month, in an irregular canvass of a few hours per day and a few days in a week, I have taken **50** good subscriptions. You can better estimate my success when I state that I have in every forty calls made an average of **30** subscriptions. I believe under any ordinary conditions of general business I can sustain this average. You can understand, therefore, why I am anxious to arrange to give my time and energies to the work. I have found it the most valuable book by far that I have ever handled, and it is a pleasure to deliver it because it gives such uniform satisfaction to subscribers. I hope to soon be in shape to give its canvass the most of my time during the year.

REV. W. H. LUTRICK,
Aimwell, La.

Rev. W. H. LUTRICK.

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